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FOOD

INFORMATION CALENDAR

OFFICE OF INFORMATION
UNITED STATES DEPARTMENT OF AGRICULTURE

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No. 26

THREE AGENCY REGIONAL COMMITTEE FORMED FOR FOOD FIGHTS FOR FREEDOM CAMPAIGN

This week in Chicago, Regional officers of FDA, OPA and OCD, with the blessing of OWI, agreed on a joint plan for close cooperation in the November "Food Fights for Freedom" campaign. They set up a joint regional committee to coordinate procedures and methods for sparking community mobilizations. Each of the three agencies agreed that a coordinated program is essential in each community to eliminate confusion as to jurisdiction and authority.

A joint memo, outlining the plan for regional cooperation, has gone out to all Directors of State Defense Councils, to OPA District Information Officers, and to Chairmen of State Nutrition Committees in the several regions. While this plan irons out confusion at the top, it does not produce delay through red tape at the bottom. Each agency at the community level is urged to take the lead in forming the local Citizens' Food Information Committees. The new committee has a good motto for "Food Fights for Freedom" community mobilization -- don't wait for someone else to take the initiative in your community.

This joint regional committee looks like the answer to a lot of local problems of interagency cooperation. Let's hope something like it keeps on after November to assist community food programs. It's a good day's work when three agencies agree to fight this war together rather than against each other.

HOME FRONT PLEDGE REPORT *** Episode 9

Milwaukee, Wisconsin opened its Home Front Pledge Campaign by organizing the business, industry, and city government which will throw their united support behind the campaign. The drive which opened September 30 was given a complete send-off with the newspapers, radio stations and theatres behind it. In the lobbies of theatres, booths were erected so that patrons could sign the pledge after viewing black market and other films shown in the theatres themselves. Advertisements appeared in the newspapers and trade magazines. Placards were placed in streetcars and motor buses. Window displays blossomed as a result of the retailer's committee meetings. The mayor of Milwaukee was the first to sign the pledge declaring, "I am honored to be permitted to be the first person in Milwaukee to take the Home Front Pledge. I am participating actively in the campaign and from the reports which I have received from every section of the city, I am very encouraged at the reception which this campaign is receiving in Milwaukee. I know it will help keep down the rising cost of living and will insure the sharing of all scarce commodities."

Practically every mercantile, service and industrial organization of Milwaukee have joined with women's clubs and other civic organizations in insuring 100 percent signature within the city.

F & H Features

- Monday, October 4: Morse Salisbury, Director of Information -- "The Protein Feed Program."
Victory Gardens -- Ernest Moore -- "Fruits in the Home Garden."
- Tuesday, October 5: Ruth Van Deman -- "Care of the Pressure Canner."
Wallace Kadderly -- "Livestock Slaughter Regulations."
- Wednesday, October 6: Dr. A. E. Wight, In Charge Tuberculosis Eradication Division, Bureau of Animal Industry and Wallace Kadderly -- "Less Bovine TB".
Ruth Van Deman -- "More Soap."
- Thursday, October 7: H. B. Bolin, Nutrition and Food Conservation Branch, Food Distribution Administration and Ruth Van Deman -- "Community Canning This Year and Next."
- UNCLE SAM'S FOREST RANGERS
- Friday, October 8: "Dehydrating Vegetables"--Dr. E. C. Auchter, Administrator of Agricultural Research (live) and Director and staff members of Western Regional Research Laboratory (by ET) from the laboratory.

CONSUMER TIME

The wind-up on the Basic Seven Group Series will be presented on the CONSUMER TIME radio program, October 16. That's the day when Group Seven--Butter and Fortified Margarine will be featured.

From the practical standpoint of keeping or storing these two products...and from the standpoint of using them without waste, Mrs. Freyman, our inquiring consumer, and her grocer, Jerry Barber, bring out some right useful points. (And what is the difference between 93 score and 90 score butter--in quality and in price? How much 100 score butter are you likely to find?)

From the technical, nutritional standpoint, Miss Marjory Vaughn, a Nutritionist with the WFA, will be our authority--with Johnny Smith, our consumer reporter, getting the facts from her.

As a give-away on this program, we will offer Fats in Wartime Meals--a leaflet which helps the housewife make better, more appetizing use of table fats--and which makes them s-t-r-e-t-c-h further.

Calendar's kind of thin this time, you will note. Contributors seem to be all either tearing around on goals or FFFF business, or sitting dazed, watching the others tear. We'll have some solid stuff next time, no doubt.